

What to look for in a helmet

Make sure it meets the tests. Look for a "Snell Approved" or "Meets ANSI Z90.4 Standard" sticker inside or on the box. Make sure it's adjustable. And, it's easier to get your children to wear helmets if they help pick out ones they like.



I fell off my bike and I had to go away to the emergency room. I didn't have my helmet and got a lump on my head.

Laine, age 8

Encourage your child to wear it

If possible, begin the helmet habit with your children's first bicycles; always insist they wear their helmets. And, when you ride together, wear your own, too! Also, remember to praise and reward each time he/she wears it. And, finally, encourage other parents to buy helmets for their children.



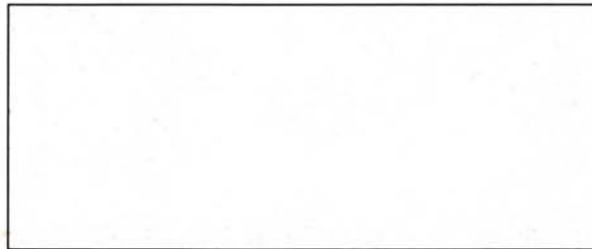
I like mine a lot. It looks good, it has lots of padding and it doesn't make my head get sweaty.

Miranda, age 12

Want to learn more? Contact:

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Dear Parent...



Do your kids need bicycle helmets?



One time I was riding my bike and I waved at my friend and ran into a tree.

Ryanne, age 8

Bicycle accidents can happen...

You may think your children are safe because they "only ride in the neighborhood." Sadly, most bicycle crashes happen on quiet neighborhood streets. In fact, nearly 30% of all cycling deaths happen on streets not far from home.

The risk of head injury is great

In North Carolina, one out of every three children who visit the Emergency room after a bike crash has a head injury. Nationwide, nearly 50,000 bicyclists suffer severe head injuries each year. Many of them never fully recover.

Brain injuries can be expensive

Treating a severe brain injury can cost a lot—\$4.1 million to \$9 million dollars in care over a lifetime. But the personal cost is far greater.

Brain injuries can be tragic

A serious blow to the head can cause lasting brain damage. Some victims can never hold jobs, recognize friends, or care for themselves. Their families often bear a heavy burden. The brother of one accident victim put it this way:

"Michael's transformation after his crash from a kind young man to a child-like being has taught me one lesson: there is nothing greater a human being can lose than a mind."



If you got in a wreck and didn't have your helmet on, you might get brain surgery.

Gere, age 9

Bike helmets make a big difference

A helmet absorbs most of the blow when a bicyclist's head hits something—like the road or a car. Research shows that wearing a bike helmet cuts a rider's chances of head injury by up to 85 percent. It reduces the chance of death by 75 percent.

There is nothing that can make a greater difference in your child's safety on a bicycle!



Paying \$40 for a helmet would be a lot cheaper than if you had an accident and had to go to the doctor. Matthew, age 14

Helmets cost money but...

A good helmet costs between \$20 and \$60. Compared to the costs of treatment for even a mild head injury, this is a bargain. If the helmet destroys itself by protecting your child in a crash, it will have been worth every penny.